

Director of Housing

Directorate	Reporting to	Location	Grade
Place	Executive Director	Salford Civic Centre/Hybrid	Local Scale Band C £91,966 - £107,293 pa

About the role

- This is a high-profile and wide-reaching leadership role. You will be responsible for the strategic and operational delivery of housing across the city. That means leading homelessness prevention, housing-related transformation, and ensuring delivery of the City Mayor's priorities. It also means guiding our work with Derive, our wholly-owned company, helping us reduce temporary accommodation, ensuring regulatory readiness, and supporting the delivery of new affordable homes.
- Extensive leadership experience in a similar role, particularly leading transformational change and continuous improvement.
- Knowledge and understanding of housing delivery and wider economic, and social factors which influence and contribute to the performance and well-being of an area and how they can be harnessed/addressed, to contribute towards improvement of the area.
- Proven record of improving services within a broad housing portfolio that cross services or professional boundaries.
- Experience of policy development, implementation and successful evaluation of strategic and operational housing delivery.
- Operational and strategic management experience of delivering high quality housing services across a broad portfolio in a multi-agency context.
- A good understanding of the legal and regulatory framework affecting housing and experience of meeting regulatory requirements.
- A proven track record in envisioning and delivering innovative housing solutions, and exploring creative approaches to housing development.
- Ability to develop strong relationships with senior leaders from a range of public and private sector organisations locally, regionally and nationally.
- Successful experience of creating and maintaining effective and influential partnerships, working collaboratively at a senior level.
- Experience of operating effectively within a democratic process, to be politically astute and demonstrating political acumen and skills to develop productive relationships with elected members that builds, trust, respect and confidence.
- Strategic thinker with strong influencing skills, good judgement and the ability to anticipate and plan for future developments.

- Skilled communicator who communicates with clarity, conviction, and enthusiasm both verbally and in written reports and is able to demonstrate integrity, create rapport and build trust and confidence.
- Strong financial acumen and reasoning working with large complex budgets and experience of effective budget management, ensuring that services are delivered within budget.
- Ability to provide visible and supportive leadership, empowering, enabling, motivating, and developing the workforce and fostering a positive organisational culture, where staff can thrive and fulfil their potential to the benefit of the city and its people.
- Provide strategic leadership of the Council's housing responsibilities ensuring a strategic and coordinated approach to housing across all sectors to ensure the supply of good quality homes, the condition of homes together with all other housing related functions, and influencing, public and private sector partners and providers.
- Provide visible, strategic leadership for housing services, which embodies the City Council's values and leadership behaviour framework and develops a culture that promotes innovation and creativity in service transformation and delivery.
- Build strong and positive relationships with key government agencies, including MHCLG, Regulator of Social Housing, Housing Ombudsman, Building Safety Regulator, etc.
- Develop Salford City Council's housing strategy to establish a responsive, effective and stable housing market providing choice, quality and meeting residents' aspirations with responsibility for the operational delivery of the strategy ensuring we drive our aim of affordable, accessible, sustainable and quality homes for all, in line with our Corporate Plan.
- Work with partners, stakeholders and residents to develop and implement strategic policies and actions to deliver housing and neighbourhood regeneration in priority areas across the city and support the objectives set out within our Corporate Plan of creating a good home for all and creating places where people want to live.
- Be the Council's shareholder representative on both the Derive Group and Derive RP Boards and ensure that Derive delivers its outcomes around the supply of good quality social and affordable homes.
- Contract management of the Private Finance Initiative (PFI) in Pendleton and other housing-related contracts where appropriate.
- Responsible for the Council's approach to homelessness with a focus on the prevention and reduction of homelessness particularly amongst vulnerable people and households.
- Lead and be accountable for ensuring housing supply meets the city's demands for all types of settled accommodation working with registered social landlords, the voluntary sector and the private rented sector.
- Be the Council's representative on the Greater Manchester Housing Providers' Partnership, ensuring that Salford's voice is heard and that Salford's contribution to the GM Mayor's Housing First ambitions is maximised.
- Foster key strategic relationships across the Greater Manchester Combined Authority, and locally, regionally, and nationally. Influencing and inspiring high level senior stakeholders, including government departments and other public bodies establishing credibility to realise new opportunities in Salford and enhance service outcomes.
- Lead the Salford Strategic Housing Partnership ensuring that good relationships with the Partnership are developed for the benefit of Salford's residents.

- Have oversight of the statutory and regulatory responsibilities in relation to housing and homelessness, inclusive of but not limited to:
 - The Consumer Regulation Standards.
 - Building Safety Act.
 - Fire Safety Act.
 - Tenants Satisfaction Measures
 - Damp and Mould.
 - Competence and Conduct Standard.
 - Complaints Handling Code.
 - Awaab's Law (pending).
 - Renters' Rights Act (pending).
- Help improve affordable housing opportunities for all residents of the city, offering better living conditions and life prospects to the most deprived communities.
- Explore new trends, emerging thinking and practices and identify potential opportunities for informing creative and innovative local responses to housing and homelessness challenges.
- To translate strategic and corporate commitments into an aligned framework of operational plans and to oversee the delivery, review and improve effectiveness of these plans.
- Provide financial, technical and professional advice to the City Mayor/Leader, elected Members particularly the Cabinet and the relevant Cabinet Members and Select Committees and Officers.
- Be a member of the Community Parenting Board ensuring that housing's role in providing accommodation for care-experienced children and young people is maximised.
- Represent the Council at regional and national working groups and contribute to the Greater Manchester work programme planning and delivery.
- Responsible for all physical, financial and other resources allocated including development and management of revenue and capital budgets and for the bidding and delivery of multiple grant funded major and minor projects.
- Ensure that practices are put into place to promote safe and appropriately risk-managed operational delivery, both internally within council managed services and externally within commissioned services.
- Provide senior management support to employees within the division, motivating and supporting them to attain the highest professional standards, skills, knowledge, attributes, and competencies required to fulfil their duties.
- Embed positive leadership behaviours within a continually developing cultural environment, inspiring direct reports, and others to uphold the Council's strong values and leadership behaviours.
- Through personal example, commitment and action develop an inclusive, supportive, and constructive environment where everyone is treated with dignity and respect and diversity is valued in the workplace, in service delivery and communications.
- Undertake duties as part of the Emergency Planning and business continuity rota.

Key outcomes

- That Salford is best in class in the delivery of housing services and has a national reputation for excellence.
- That all strategies and policies are current, fit for purpose and data informed.
- Upper quartile performance is achieved in homelessness prevention.
- There is a reduced need for the use of temporary accommodation with resultant cost savings.
- That, where possible, no families with children are placed in temporary accommodation.
- The delivery of new homes through Derive and registered housing providers that meet the identified housing needs.
- That the City Mayor's Manifesto commitments around housing are met.
- That outcomes outlined within the directorate business plan are achieved and delivered on time.
- That the Council is fulfilling all its legislative and regulatory requirements to the benefit of residents.
- The Pendleton Private Finance Initiative is delivering against the outcomes set out in the PFI Project Agreement.
- That the Council is ready for any inspection carried out by the Regulator of Social Housing.
- Conclude and implement the outcome of the Innovate housing transformation programme ensuring that the new target operating model for housing services is embedded, ensuring the continuous improvement of services and commitment to engagement and involvement of key stakeholders, with co-design at the core ensuring employees and residents voices are heard and services are designed and centred on meeting residents and Salford's business needs.
- That positive and effective relationships with Elected Members are developed and Lead Members across Directorates are supported to develop strategies that are consistent with customer needs and the delivery of the Council's priorities.
- That the design and delivery of capital work programmes are effective.

What we need from you

- Extensive leadership experience in a similar role, and evidence of ongoing professional and personal development and, whilst not essential an appropriate professional qualification/ accreditation is desirable.
- Knowledge and understanding of housing delivery and wider economic, and social factors which influence and contribute to the performance and well-being of an area and how they can be harnessed/addressed, to contribute towards improvement of the area.
- Proven record of improving services within a broad housing portfolio that cross services or professional boundaries.
- Experience of policy development, implementation and successful evaluation of strategic and operational housing delivery.
- Operational and strategic management experience of delivering high quality housing services across a broad portfolio in a multi-agency context.

- Strong financial acumen and reasoning working with large complex budgets and experience of effective budget management, ensuring that services are delivered within budget.
- Ability to provide visible and supportive leadership, empowering, enabling, motivating, and developing the workforce and fostering a positive organisational culture, where staff can thrive and fulfil their potential to the benefit of the city and its people.
- Personal and professional integrity and credibility that establishes respect, trust, and confidence.

Role details

Completed by: HR / Exec Director

Date: January 2026

Job code: DHS

Job score:

Date of evaluation: